

Appln No. 09/923,829

Amdt date June 18, 2004

Reply to Office action of December 18, 2003

Amendments to the Specification:

Page 3, after line 35, please add paragraph as follows:

FIGS. 10-14 are screen shots of an exemplary graphics user interface for an inactive based advertising system according to one embodiment of the invention;

Page 4, please delete lines 3 and 4 as follows:

~~APPENDIX A is a Web site specification according to the present invention.~~

Page 4, lines 15-30, please amend as follows:

FIG. 1 is a deployment diagram for an incentive based advertising system using the Internet. Advertising server 2 is hosted by advertising host 4. The advertising server communicates to clients and other servers via Internet 6. The advertising server is operably coupled to the Internet via advertising communications link 8 adapted for communications using Hyper Text Transfer Protocol (HTTP). The advertising server coordinates the activities of the incentive base advertising system. The advertising server generates and serves documents written in Hyper Text Markup Language (HTML) implementing viewer applications for registration and viewing of advertising content. The specifications for the viewer applications are fully described in ~~APPENDIX A~~ Table I in conjunction with FIGS. 10-14. The advertising server also generates and serves documents written in HTML implementing advertiser applications for managing advertising content and retrieving viewing histories.

Page 4, beginning at line 31, please add the following table:

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TABLE I

#	Item Description	Rough Estimate
	User Side Features	
1	<p>FrontPage AutoDetect</p> <p>When a web viewer reaches the front page, they will be presented with some very targeted options:</p> <p>An explanation of how the site works: Watch Commercials for chances to win a million dollars.</p> <ul style="list-style-type: none">• Contact Us: Leads to an e-form and contact information• Jobs @ Win4Free: Leads to listings of employment ops• Investor Relations: A content page• Press Room: A page of news announcements• Terms & Conditions: Rules & Disclaimers• Privacy Policy: Policy stating how the information gathered will be used• A dropdown to select a language to view the site in• A button to click that leads to the LOGIN PAGE• A button to click that leads to SIGNUP PAGE	4 - 6
2	<p>Member Signup System</p> <p>When a web user clicks to sign up, they are presented first with a Terms & Conditions page, and a graphic to accept, which takes them to the next page of the signup wizard.</p> <p>They are then prompted for their email address(which will be used for the login id), First Name, Last Name, Gender, Age Range, Country, Zipcode, Password, Password</p>	12-20

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	<p>CONFIRM and what they wish their default language to be. They then click NEXT.</p> <p>The next page prompts them for some demographic information (Categories). They can choose (checkbox style) the categories they are interested in viewing commercials from. They can ALSO choose an option for ALL (which uses a javascript to select all categories). They click a FINISH button.</p> <p>At this point, we have discussed the possibility of email verifying the members. We would send an email to their address (login id) which contained a URL to click (with a hashcode attached) that would confirm their signup and activate their account.</p> <p>It is presumed that after this confirmation, they'll see the same page that existing members who have logged in will see.</p>	
3	<p>Multi-Language System</p> <p>When a user picks a Language choice from the front page, this will set a cookie that will make two things happen during their experience:</p> <p>1 - All text content (including signup questions, confirmation emails, etc) will be displayed in that given language.</p> <p>2 - All streamed video shown to the user will be targeted towards that language.</p> <p>This is a rather complex setup, since all prompts and graphics involved must have multi-language options. The installation of a new language option would be in the ADMIN, and there would be conditional directories used for each language.</p>	20-40 not including actual translations.

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	The client will do translations.	
4	<p>Member Login System</p> <p>When member goes to the login page, they will see a textbox to enter their email address, a textbox for password, a checkbox to "Remember my Login" and a link to "forgotten password". The forgotten password feature simply sends an email to that email address with the password. When a member logs into the system, they are presented with one of two options:</p> <p>1 - Start viewing commercials (Enter to Win).</p> <p>2 - Edit details about your account (the fields they entered during signup, barring the email address since that's their login id). It may be worth some discussion about what should be done in the instance that someone's email address changes. Perhaps an ID swap out would be necessary, but we'd have to take care that the new email address doesn't already exist in the databases.</p>	12-16
5	<p>Windows Media Viewing System</p> <p>When a logged in member clicks to start viewing commercials (which are all going to be done in windows media format for his phase), they will see which commercial is in the queue for them to see. They will be able to choose from one of three different streaming speeds, DIALUP, DSL, and T1+.</p> <p>Once they choose their speed, the Windows Media File will start streaming.</p> <p>At the end of the streaming, they will be presented with a VOTE screen where they will choose between three different faces; sad, indifferent, happy. They are informed on this page briefly that they must vote</p>	20-30

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	<p>for this commercial in order to get their entry placed into the contest.</p> <p>Once they have voted, they will see a screen that presents several possibilities to them:</p> <p>1 - Visit the ad-maker's website (which opens a NEW window to their website after tracking the click-thru to it).</p> <p>2 - Be shown the # of entries they've made for the day, and a button to click to view another commercial. They can view a max of 10 commercials per day as far as official entries, but they will be able to view commercials they've already seen. This implies that we'll be setting up some interface where they can review commercials they've seen before. Perhaps on the login page, will be a third option that says, "See already voted on commercials again" that sends them to a list?</p> <p>The actual selection of commercials to display to any given login is controlled by a number of determinants:</p> <p>1 - The login's current language (he/she will only see commercials entered for that language set)</p> <p>2 - The login's chosen category preferences (he/she will only see commercials that are in their category selections)</p> <p>3 - Commercials will be displayed first by PRIORITY (a numeric value attached to commercials in admin) and then by random shuffle. We will accomplish this by creating an "ARRAY" of 10 commercials for that login for the day. This array will</p>	
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	first be populated with "PRIORITY" commercials, and if there were less than 10 priority commercials total (across all categories queried), it would then finish the array with a random shuffle of any commercials with ZERO (0) for a priority number.	
6	Voting System (Contest Entries) Some of this is covered above in item #5, but it's useful to make the following comments about the voting system: 1 - VOTING gives you an entry to win. 2 - You can't vote until you've watched the entire commercial. 3 - In admin will be a facility to make a random "drawing" selection from available votes (the votes table by daterange). 4 - The VOTES table will contain; user_id, commercial_id, vote (1-3, datetimestamp	15 - 20
	Administrative Features	
7	Commercials Admin	15 -
	On the administrative side of this commercial media, the following features should be present: 1 - Ability to add categories to put commercials in. (This would also reflect on the signup wizard for categories as well). 2 - Get Statistics about commercial views, sorted by date or category or votes. 3 - Enter the add a commercial wizard; <ul style="list-style-type: none">• Choose the category for the new commercial and Language (Hmm, are categories the SAME across all	

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	<p>languages, or do we have to maintain different categories for different languages?).</p> <ul style="list-style-type: none">• Enter title of commercial, company name, product name, url to website, urlpath to Tlsized file, urlpath to DSL sized file, urlpath to DIALUP sized file, PRIORITY NUMBER or 0 for none. When this is stored in the database, we will also store the date created (and we should add a date_last_modified too). <p>When admin sets a PRIORITY NUMBER, it was mentioned that client desires to put a "time limit" on a priority code (at which time it would presumably be set back to 0). This would mean we'd put an "expire date" next to priority number, and have a CF_Schedule that cycles through the commercials database daily and 0-sets any commercial that expires that day for priority.</p> <p><i>Notes: We should see some examples of stat reports about commercials that you'd like to see. Fortunately, reports are usually the last to get done, so we have time for that.</i></p>	
8	<p>Member Admin</p> <p>Here the Admin can look up members, and see stats about those users by date, by commercial, etc.</p> <p>Typical stats would include: Ability to drill down to votes/dates by user. View that member's clickthru stats.</p> <p>Ability to "draw a winner" by entering a daterange, and random drawing a winner who has voted.</p>	8 - ?

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	<p>Admin will be able to change details about a member in the admin section.</p> <p><i>Notes: We should see some examples of stat reports about members that you'd like to see.</i></p>	
9	<p>Other Administrative Reports</p> <p>Aside from Member Reports & Stats, and Commercial View/Vote Reports & Stats, client may desire other kinds of demographics reports, like category choices, listings of URL clickthroughs, etc.</p> <p><i>Notes: We should see some examples of these reports that you'd like to see.</i></p>	
10	<p>Graphics, Design & Layout</p> <p>This is an area that we'll be playing by ear, we're going to take your look and feel, and refine upon it to allow for stretching pages (to fit content) and how the overall experience is presented to the user. We'll be providing some graphical comps of some ideas that are a variant of your theme.</p>	20 - 30?
11	<p>ITEM TITLE</p> <p>Item Text</p>	
12	<p>ITEM TITLE</p> <p>Item Text</p>	